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Citrus County, Florida far enough south to insure semi-tropical vegetation, far enough north to insure a temperate climate.

Inverness, Fla. Citrus County Chamber of Commerce

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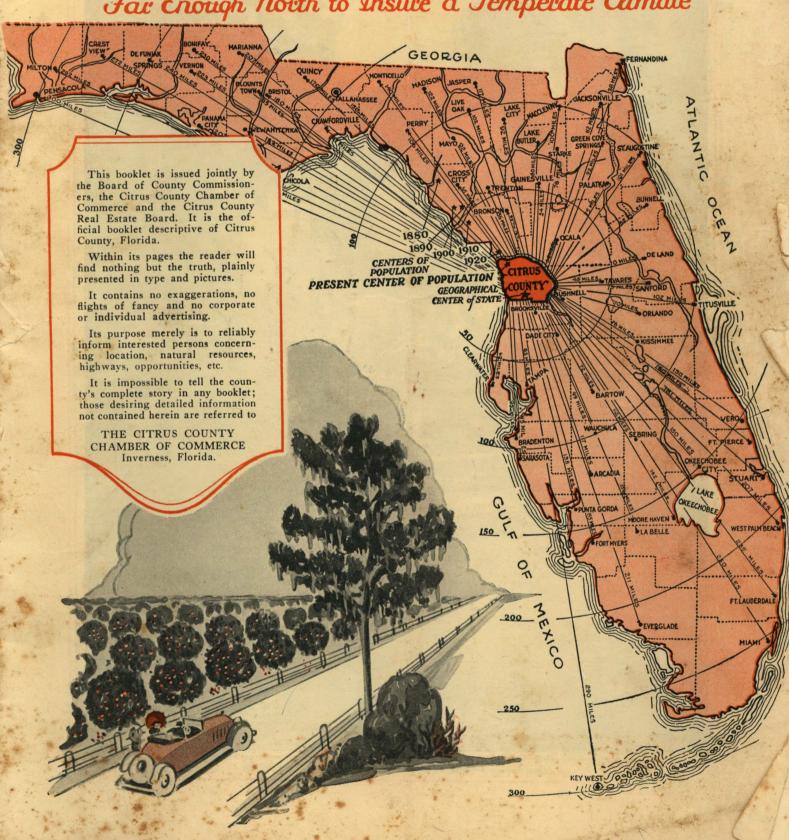
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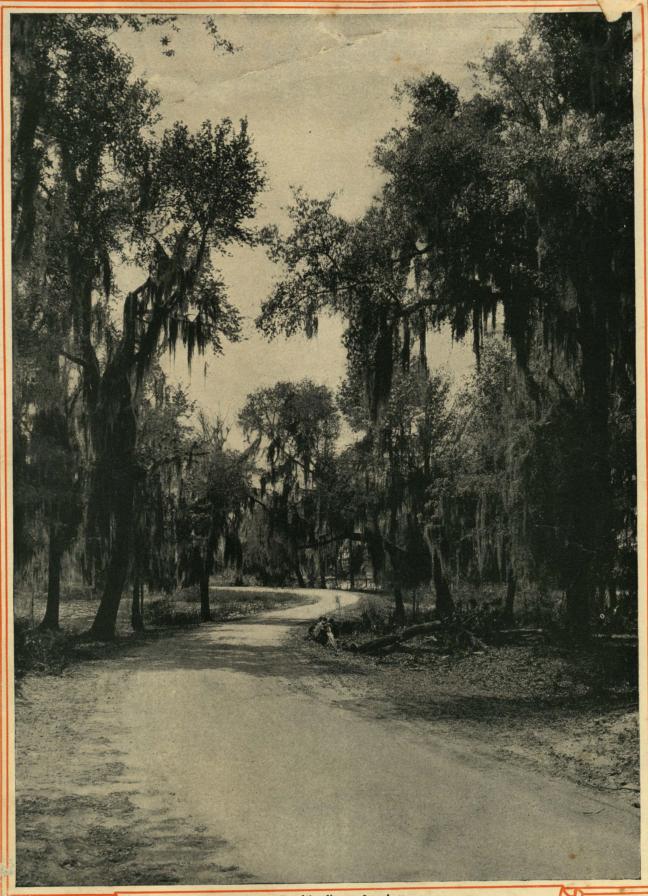
CITRUS COUNTY

FLORIDA

Far Enough South to Insure Semi-Tropical Vegetation
Far Enough North to Insure a Temperate Climate



J. S. F.



County Road leading to Istachatta.



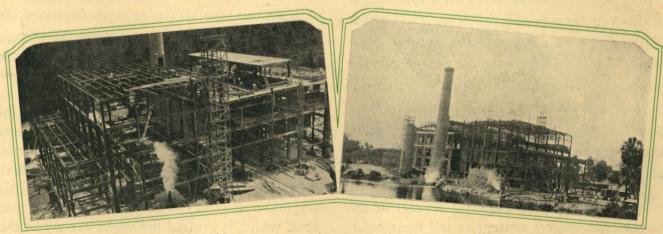
GENERAL INFORMATION

LOCATION—Borders on the Gulf of Mexico at the narrowest east-and-west point of the Peninsula of Florida. It is fanned by sea breezes from the Gulf and the Atlantic Ocean. Due to its location, variation in climate, both winter and summer, is less than in any other portion of the State, longitudinally considered. (See official weather data on another page.)

LOCAL GOVERNMENT—Administered by a Board of County Commissioners chosen from the highest type of citizenship. Each of the five commissioners exercise supervisory powers in his own district.

This government body now is engaged in a comprehensive program of road building, which will provide Citrus County with a veritable network of paved highways connecting with the Florida state-wide system. Two million dollars is available for this improvement.

The Commissioners extend full cooperation in all vital matters upon which prosperity and happiness depend. There are maintained, at County expense, a Farm Agent and a Home Demonstration Agent. The former keeps in intimate touch with growers, who enjoy the benefits of his experienced advice and counsel the year round. The Home Demonstration Agent is everything her title implies; she personally visits housewives in their homes. who welcome her expert knowledge in the various methods of efficiency and economy, such as preserving for family use the many fruits, vegetables, grains and other foodstuffs which may be grown upon the fertile soil, making for money saving and good living.



Power Plant of Florida Power Corporation, Completed by January 1, 1927, at a Cost of \$2,500,000. Will Furnish Light and Power for Citrus County.



AREA AND OPPORTUNITIES—The county contains 396,800 acres. It is conservatively estimated that 300,000 acres are tillable. Yet of this vast acreage only 6,450 acres are under cultivation. This suggests the natural question: "Why?" Here is the answer: Since the dawn of civilization in Florida, industrial pursuits of the Citrus County population have been, in the order named: Hunting, fishing and trapping, live stock, turpentine, lumber, phosphate.

Not until the year 1925 did several of the larger land owners consent to sell their holdings to home seekers in tracts of acreage suit-

able to the needs of prospective settlers. Today, agricultural, fruit and live stock lands may be bought at prices entirely consistent with proven possibilities as to productivity. It should be stated here that licenses to engage in the buying and selling of real estate are issued only to accredited brokers.

How Named — Citrus County derives its name from the fact that when white settlers first came to this section they found wild citrus trees in great abundance. Many of these trees still remain. Taking the seeds of this original sour stock, nurserymen produce a tree upon which is grafted the sweet variety of the citrus fruit desired.

RAILROAD TRANSPORTATION — Two main lines of railroad traverse Citrus County north and south, with convenient branch lines serving other communities. These facilities place

the county within easy and rapid access to northern markets, an advantage worth considering when seeking a location in which to earn a living.

FARMING CONDITIONS

Soil—With the Gulf of Mexico on the west and the Withlacoochee River along its northern and eastern boundaries, with numerous large lakes in the interior, Citrus County soil is afforded every natural advantage making for a maximum of soil fertility. Almost every variety of soil found in Florida is represented here. All land is loose and easily cultivated.

RAINFALL—As will be seen in a table appearing below, the average rainfall is in excess of 50 inches, and so distributed over the different seasons that crops may be kept grow-

ing the year round. With proper selection, it is possible to produce three crops a year on the same land.

TEMPERATURE—Due to the equalizing effects of the Gulf and the Atlantic Ocean, the difference between the average hottest and coldest periods in Citrus County is only 24 degrees. Poultry and live stock require no expensive buildings. Frequent showers during summer months cool and freshen the atmosphere delightfully. Heat prostrations here are unknown.

Temperatures and Rainfall

| NORMAL RAINFALL | JAN. | FEB. | MARCH | APRIL | MAY | JUNE | JULY | AUG. | SEPT. | OCT. | NOV. | DEC. |
|-----------------------|------|------|-------|-------|------|------|------|------|-------|------|------|------|
| | 2.46 | 2.89 | 2.60 | 2.26 | 4.00 | 6.60 | 9.24 | 7.06 | 5.81 | 2.56 | 2.27 | 2.91 |
| NORMAL TEMPERATURE | 57.7 | 57.7 | 65.7 | 69.8 | 76.0 | 79.9 | 80.7 | 81.0 | 79.8 | 73.1 | 63.4 | 57.1 |

The above self-explanatory table was supplied by the district meteorologist in charge of the United States weather bureau at Tampa. In a letter accompanying the data the meteorologist said: "Comparing these data with those of Tampa, we find Citrus County runs between one and two degrees cooler, with rainfall about one inch heavier."

WATER—An abundance for all purposes at varying depths, rarely exceeding 100 feet. Breezes for windmills are almost constant, and water can be piped into residences and outbuildings at small cost, since there is no danger from freezing. A farm may be made as modern and comfortable as a city residence.

PRODUCTS—Of the major crops, corn, long staple cotton, potatoes (both Irish and sweet), sugar cane, tobacco, tomatoes and all citrus fruits thrive abundantly.

VEGETABLES — Beans, peas, beets, turnips, carrots, lettuce, peppers, egg plant and prac-



Mr. Rex Beach, the Well Known Author, Angling in Citrus
County Waters, Winter 1925-26.

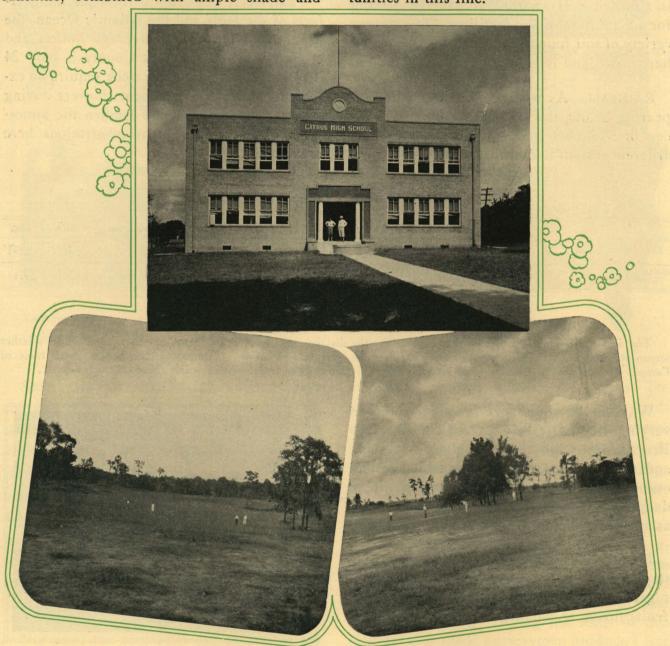
tically the entire category of food vegetables are produced with small effort, and there always is a high priced market.

POULTRY — A highly prolific field with every favorable condition present. Green pastures for layers are possible the year round and a top market constantly awaits the producer of poultry and eggs. These commodities are now largely shipped into the county.

DAIRYING — Mild climate and abundant sunshine, combined with ample shade and

green pastures, make contented, productive cows. No necessity for expensive building against weather conditions. Ample feed can be produced with surprisingly little effort, and there always exists a ready and healthy market for products.

GRAPE GROWING—A movement is on foot to bring under vineyard cultivation large acreage within the county, where all conditions are said by experts to be ideal. The Citrus County Chamber of Commerce will furnish full and reliable data covering opportunities in this line.



High School, Inverness.

Views of Golf Course, Inverness.

LOW TAXES

The state of Florida has no debts, and a substantial surplus in the treasury.

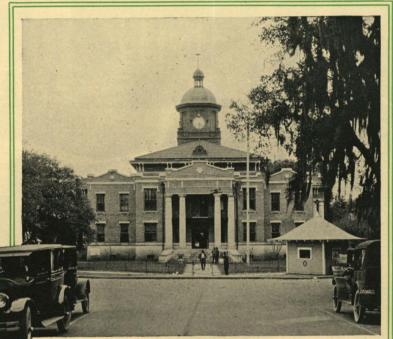
In Citrus County, despite continued expansion of road systems, taxes are very low. Assessed valuations are far under the real value of the lands.

For the year 1926 state taxes were only 7½ mills, having been reduced by the state

taxing body 29½ per cent over the previous year.

Total county taxes are 30 mills, representing a substantial reduction over previous years.

The above facts are of vital interest to prospective property owners.



Citrus County Court House.

designated the roads to be improved and built with the proceeds of this bond issue, when the bonds are sold. At this writing (October, 1926) these bonds are unissued. When issued and sold they will provide sufficient funds for the full completion of the county's road system.

By referring to the map in the center pages of this booklet, it will be apparent that every portion of Citrus County is well supplied

> with excellent roads and that the road system of the county will be most complete when the roads already provided for are built. The roads have been laid out under a general plan so as to make every portion of the county easily accessible to the towns, thus affording an easy approach to the markets for the products of the farms.

HIGHWAYS

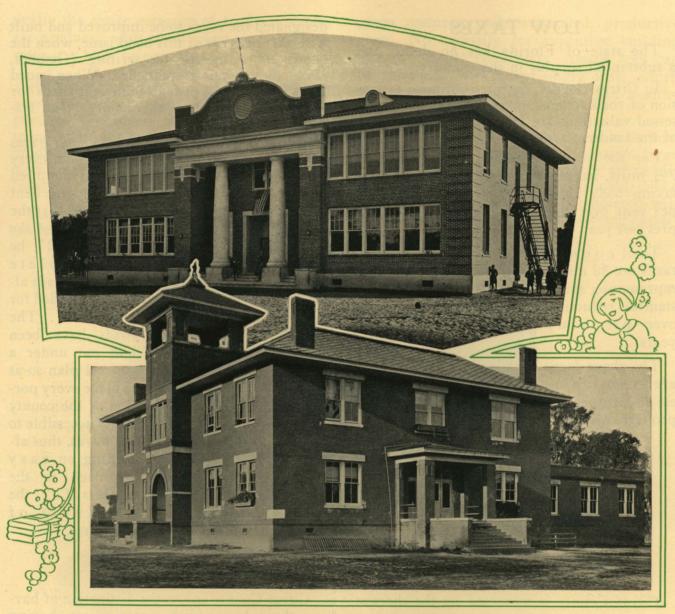
Citrus County is traversed by the shortest route paved highways in Central Florida and the West Coast, besides boasting one of the best county road systems anywhere in the state.

State road No. 5, shortest route between Tampa and points north, runs through Citrus County, as do the shortest east-and-west highways, which intersect No. 5 at several points.

Besides excellent highways already completed, additional roads are in course of construction, and the last Legislature, by special act, authorized Citrus County to issue bonds in the sum of \$2,000,000.00 for the purpose of building roads. At an election held in the summer of 1926 the voters of Citrus County

WATERWAYS

Citrus County enjoys the distinction of having three large fresh water rivers, having their origin in springs of crystal clearness and of great volume and flowing on through the county into the Gulf. These are the Chassahowitzka, the Homosassa and Crystal Rivers. In addition to these, the Withlacoochee—a river more than 100 miles in length—rising in the central portion of the state, forms the entire eastern and northern boundaries of the county—while its western boundary is the Gulf of Mexico. Along the eastern section of the county Lake Tsala Apopka, fed by a connection with the Withlacoochee River and numerous large springs and more than 20 miles in length, gives to Citrus County a natural home for both fresh and salt water fish and affords all who enjoy fishing an unlimited opportunity to enjoy this sport.



UPPER: High School Building, Crystal River, Fla. LOWER: Grade School Building, Inverness, Fla.

CITRUS COUNTY SCHOOLS

Governing authorities of the schools of Citrus County are the County Board of Public Instruction, the County Superintendent of Public Instruction and three Trustees for each individual school.

Grammar Schools cover the first eight grades and High Schools the next four.

The work of the Grammar Schools and the Junior High Schools is so planned that their graduates may enter any of the Senior High Schools of the county without entrance examination.

High Schools are maintained at Inverness, Crystal River, Floral City and Lecanto. Inverness and Crystal River cover the twelve grades and Floral City and Lecanto the first ten grades. Hernando, Homosassa, Citronelle and Pleasant Grove have grade schools, while country schools are conveniently located throughout the county, covering the first eight grades or Grammar School course.

Free transportation and free text books are furnished all pupils throughout the county.

The schools are conveniently located throughout the county, so that practically every portion of the county is accessible to one.

A very high standard is maintained in the county schools and any citizen of Citrus County can depend upon a liberal education of his children at a minimum cost. Tourists and other visitors enjoy the same school privileges, opportunities and advantages as residents without charge.

Parent-Teacher Associations are active in the larger centers, and the citizenship at large is alert in educational matters, thus placing Citrus County schools among the best in Florida.

Two modern buildings, each containing seven classrooms and an auditorium, were added to the county's educational facilities during the summer of 1926, one at Floral City and one at Lecanto.

The scholastic term is eight months. Completion in a standard, accredited High School admits the student to the higher institutions of this and other states.

om.

VIEWS OF CITRUS COUNTY'S HIGHWAYS



Conjunction of State Road No. 5 and Inverness-Crystal River Boulevard at Inverness, Fla.

Roads Through Hammock Lands.

Highway Leading from Crystal River to Red Level, Fla.

Bridge Across Withlacoochee River on Cross State Highway. State Highway No. 5 Leading Toward Floral City, Fla.

CITRUS COUNTY NEEDS

FARMERS—Opportunities in this line are almost limitless. Rich soil, low priced land, excellent transportation and good markets.

TRUCK FARMERS—To date the county never has produced sufficient vegetables for home consumption; the major percentage being shipped in—a most encouraging situation.

HORTICULTURISTS—Can successfully grow all citrus fruits, peaches, pears, plums, figs and a wide range of variety. Pecans thrive in this section. Grapes are a splendid commercial crop.

DAIRYMEN—The production of milk is inadequate to the local demand, the retail price being 20 cents per quart. The growth in population exceeds the increase in supply of dairy products, and with the present transportation facilities to larger markets where surplus production can be disposed of at renumerative prices, there is an opportunity for good dairies. All breeds of dairy cattle thrive here. Owing to favorable climatic conditions, a rotation of crops makes possible green pastures for practically all the year. Silos have been found profitable to the dairy industry in Florida and are extensively used. Cooperative creameries have proven successful in other counties in Florida and are needed in Citrus County.

POULTRY BREEDERS—Intelligently directed endeavor along this line will lead to independence. Green range for layers practically the year round. No expensive building against weather. High markets right at home as well as elsewhere.



DO YOU WANT A HOME AND AN INCOME?

Where the cost of living does not take every cent you make;

Where the climate is mild with no extremes of heat or cold;

Where you can be comfortable and independent on a small farm;

Where you can save rent, fuel and clothing;

Where you can have good neighbors, schools, churches and a wholesome moral atmosphere;

Where you can have the freedom, comfort and pleasure of a small community—and still be within easy access of big cities, good markets and fashionable resorts;

Where the soil is productive, the drainage adequate, and the rainfall ample;

Where you can live in the open, and have a garden the year around;

Where you can have a self-supporting home—at small financial outlay;

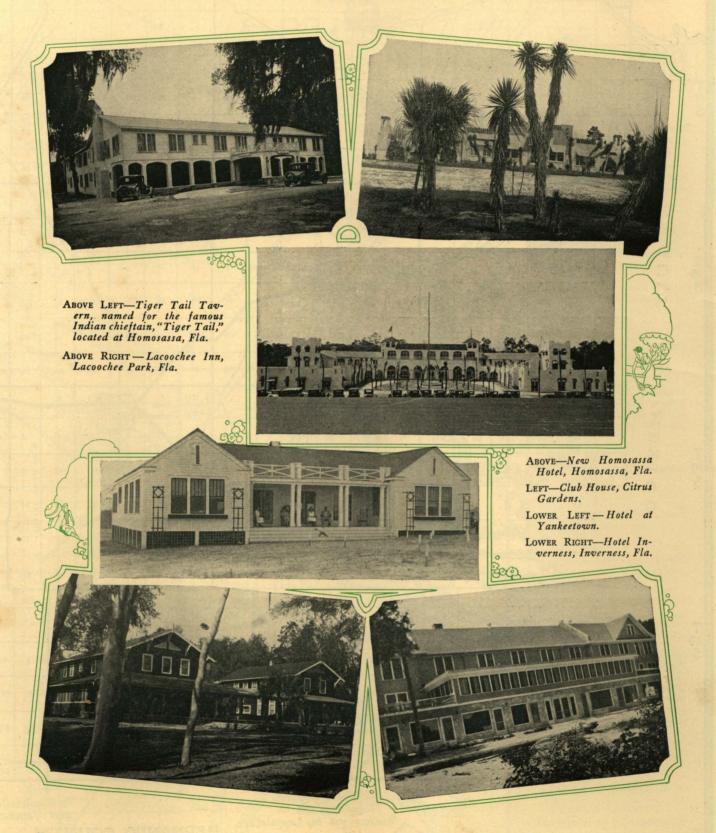
Where you can make money from an orange grove, a grape vineyard, a truck garden, a poultry or dairy farm;

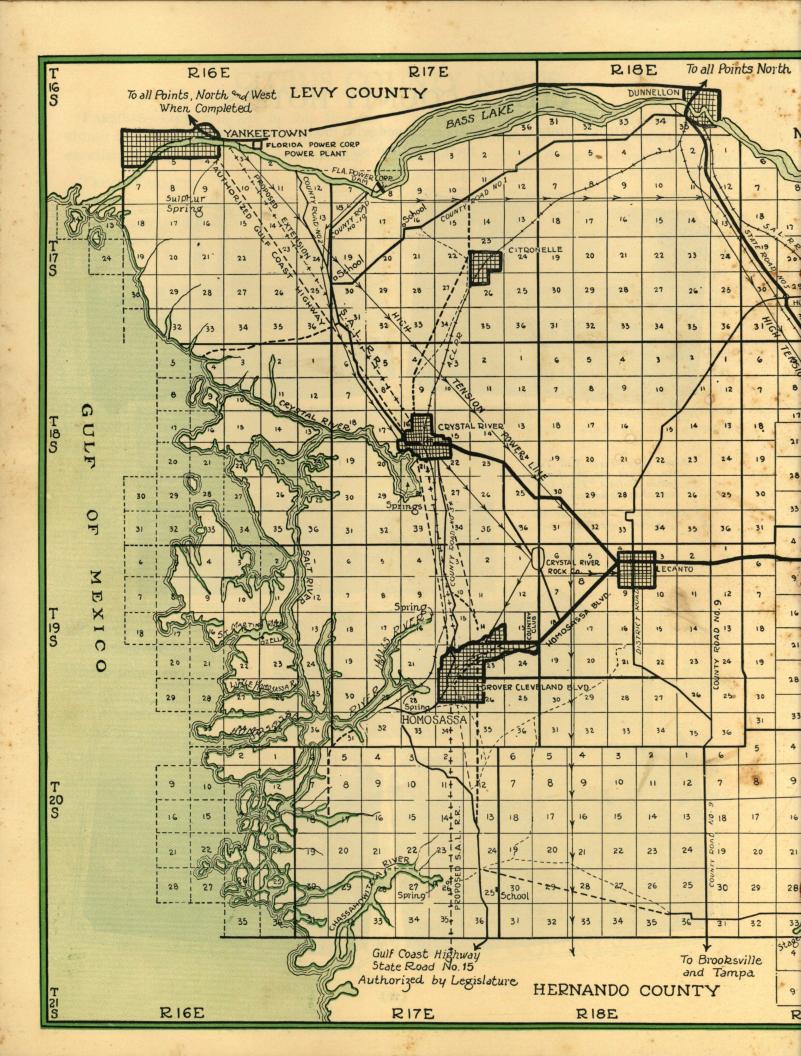
Where nature has combined water and land and tropical beauty to create an ideal habitation for man?

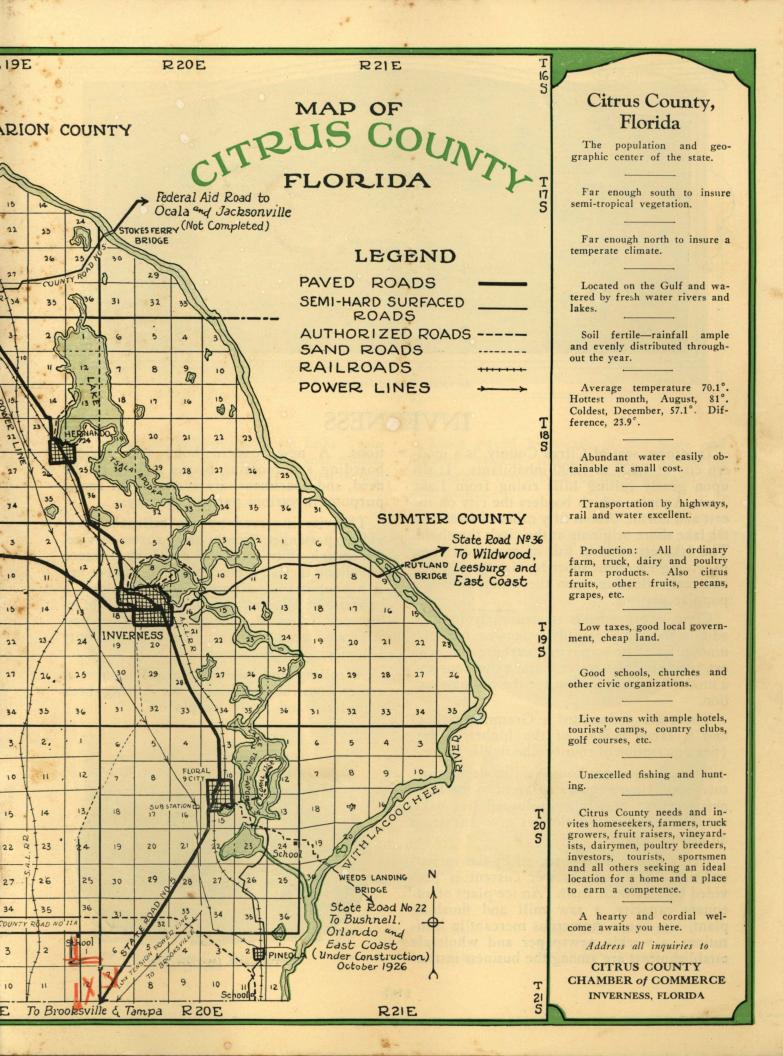
THEN COME TO CITRUS COUNTY

CITRUS COUNTY HOTELS

Citrus County is splendidly equipped with modern hotels, famous for their excellent service.









INVERNESS

Inverness, seat of Citrus County, is a modern city of 1,200 to 1,500 inhabitants. It sits upon gently rolling hills rising from Lake Tsala Apopka, which borders the city on the east and north. About fifty miles of fresh water lake shore originate at the city's threshold. The lake abounds in fish of many varieties, providing excellent sport for devotees of rod and reel. Boating upon the waters also is a popular pastime.

Civic improvements started early in 1926 add to the city's already extensive facilities nine miles of street paving, curbing and sewers, involving also water mains extensions and a modern lighting system for the business section.

There are maintained a Grammar School and a High School of the highest order. (See description of county schools elsewhere.)

The county court house is a modern structure occupying a square adjacent to the business section. Stately moss-draped live oaks, shrubbery and native flowers give Inverness an artistic setting.

Every public need is served by the various utilities. Light and power current is provided on a 24-hour basis. An ice plant of adequate capacity, a saw mill and finishing plant, two banks, numerous mercantile institutions, a weekly newspaper and wholesale establishments are among the business institu-

tions. A new modern hotel and various boarding and rooming houses supply public need, and apartments are available for rental purposes in various parts of the city.

The city is served by two railroads, providing passenger, freight and express service. Telegraph office and local and long distance telephone service are maintained. There are five churches of different denominations, a progressive Women's Club, Kiwanis Club, secret and fraternal societies and in Inverness is located headquarters of the Citrus County Chamber of Commerce.

A rolling and picturesque golf course is under construction, nine holes having been completed and ready for players.



Tourist Camp, Inverness, Fla.



A Street Scene in Inverness.

A municipal bathing beach on Lake Tsala Apopka is open to the public the year round. The city has two tourist camps located on the lake.

Main paved highways of the State and County system intersect here, rendering pleasurable travel between Inverness and outside points.



Idlewood Camp, Inverness Company, Inverness, Fla., on State Road No. 5. Winter Garden, Indian Hill—New Homes in Background.

Orange Grove on Cross State Highway. Scene on Tsala Apopka Lake.

"Indian Hill" Subdivision. Connor's Villa, Inverness, Fla.



CRYSTAL RIVER

The City of Crystal River having a population of about 1300, is located on the headwaters of the stream of that name. This stream has its source in a number of springs of pure water of crystal clearness, noted for their rare beauty and silvery appearance.

One of these springs is the third largest in Florida, having an estimated flow of 200,000 gallons per minute. Another of these big springs of great depth serves as a municipal bathing place, and is highly popular the year round.

It has been a mecca for followers of outdoor sports for many years. Even in the days before railroads, visiting sportsmen from the North came by one or another mode of transportation, to this locality to enjoy fishing and hunting.

Fishermen come here from afar to angle for bass, trout, red snapper, bream and other varieties of fresh and salt water fish which abound in the river and Gulf. There is wild game native to Florida in the surrounding forests and hammock lands.

Boating upon the river and out into the Gulf are among the pastimes to be enjoyed

Crystal River is about seven miles long, and its average depth from its source to its mouth is about 12 feet, and the Government maintains a channel of six feet depth over the ovster beds out to deep water in the Gulf, thus af-



Crystal River Inn

The Dixon House, Crystal River

fording navigation for fishing smacks and pleasure yachts and easy means for those enjoying fishing to get out into the Gulf. A disciple of Isaac Walton may engage in fresh water fishing on the clear Crystal River or may enter the Gulf and thus enjoy the thrill of deep sea fishing.

Crystal River is the point of origin for several wholesale fish and oyster shipping concerns. About 5,000 tons of fish and 3,000 barrels of oysters are shipped from Crystal River to interior markets annually.

The city is located on the main paved highway system of the county, and is easy of access. Hotel and boarding house accommodations are provided, and a camp for tourists is maintained. The city has modern improvements, including city water and lights, paving, sidewalks, sewers. An expansive program of civic improvements to take care of future growth was begun early in 1926.

Crystal River is served by the Atlantic Coast Line railroad, and a route is being surveyed (1926) by the Seaboard Air Line Railroad Company.

The locality provides an excellent market for producers of foodstuffs, and the soil of the surrounding country is ideally adapted to growing of truck and general farm products and poultry purposes. It has a bank, two weekly newspapers, good mercantile establishments, splendid schools, grammar and high, and churches of various denominations.



View on Crystal Bay, Crystal River, Fla. Tourist Camp, Crystal Niver, Fla.

Tourist Cottages in Foreground of Tourist Camp, Crystal River, Fla.

Receiving Warehouse, First House at Crystal River. View of Crystal River.



HOMOSASSA

Homosassa, a new model city in the building, is situated in the southwest section of the county on paved highways connecting outside points.

The city is being built on the head waters of the Homosassa River. All modern improvements have been installed.

The Spanish type of architecture is the ruling motif at Homosassa. A modern hotel, large Arcade building and numerous other residential and business structures marked progress prior to and during the year 1926.

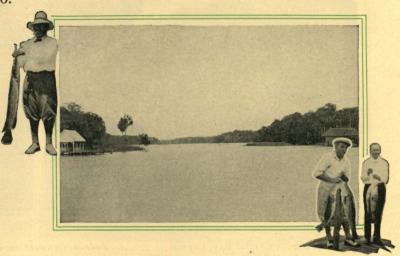
Many villas and residences have been built in the residential section. A commodious Country Club and golf course are among the more recent improvements.

City water is obtained from a natural spring having a flow of 70,000 gallons per minute. This spring is the primary source of the Homosassa River.

Development of the adjacent fertile back country is a part of the general plan upon which Homosassa is predicated.

The famed Homosassa orange is native to this section, and the region is otherwise rich in historic lore.

The Gulf of Mexico is easily and quickly accessible by boat from Homosassa. Many winding trails and passable bypaths lead seekers after Nature's wonders into a veritable



Scene on Homosassa River.

wilderness of primitive grandeur. Heavy forests and sub-tropical growth are in many places almost impenetrable.

Near Homosassa is Yulee Park, an historic spot which was the site of an ancient sugar mill, and of which only ruins remain. The park is owned by the Affiliated Woman's Club of Citrus County.

The rich beauty of Homosassa's tropical foliage provides a lovely background for the homes of the city and each home setting has a distinction all its own. Primarily, Homosassa is a city to live in. Hunting, fishing, boating among the many islands that dot the river, or motoring down smooth highways or through the beautiful parks, are but a few of

the many diversions to be enjoyed, while sunshine, pure water and fresh air add to the healthfulness of home life.

Adjacent lands are waiting to repay the truck farmer, horticulturist, dairyman and stock raiser with profitable returns.

Homosassa, a city of forethought and careful planning, is well equipped with wide streets, parks, sewerage, lighting and water systems to care for the needs of a growing population for years to come. All public utilities being in alleyways, makes it unnecessary to break up pavements for future extensions. Religious, educational and civic institutions have been well provided for, as have recreational centers.



Excursion Party, Homosassa River, Homosassa, Fla.

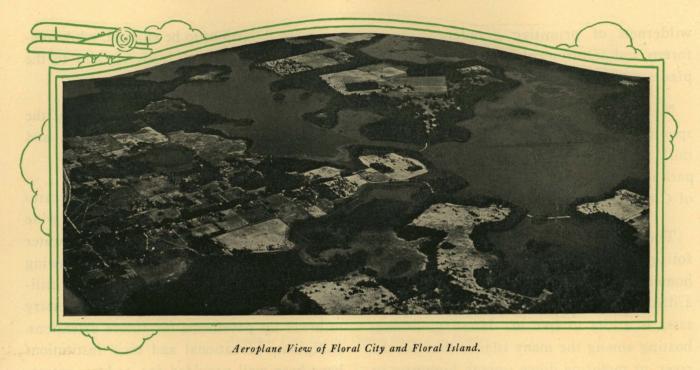
Cottages at Homosassa, Fla.

Homosassa Golf Course and Club House.

Ruins of Yulee Sugar Mill at Yulee Park. Five-Acre Park Ground Presented to the Federation of Woman's Clubs, Citrus County, Fla., by the Late Mr. Claude Root.

Another View of Ruins of Sugar Mill Yulee Park.

Field Office, New Homosassa, Fla.



FLORAL CITY

Floral City, located in the southeastern section of the county on two state highways and the main line of one railroad between Tampa and points north, is just entering upon an era of development costing around half a million dollars.

Adjacent to the townsite, and located on several nearby islands are many orange groves in bearing, and there remain many thousands of acres which lend themselves to wide expansion in the citrus growing industry. Small fruits and vegetables thrive in this section of Citrus County.

The community has a population of about 600 (early 1926), but development calculated to make it a high

class residential section means a potential heavy increase in population. The city is situated in the center of a fertile section of the county, where all opportunities for soil culture are present.

Two principal highways, No. 5, running north and south, and No. 22, east and west, connect at Floral City.

Twelve miles of shore line around Lake Tsala Apopka originate at Floral City, and nearby are Floral Islands, included in the new development project, where residences, golf courses, club houses, bridle paths and a yacht club are to be established. Fishing, boating and practically every form of outdoor sports and pastime await the prospective settler in Floral City.



At Left and Center—Two Views of Orange Avenue, Floral City.

RIGHT—Tsala Apopka Lake, Floral City.



Aeroplane View of Hernando, Florida.

HERNANDO

Hernando is on the main line of the Atlantic Coast Line railroad; has one hotel, stores, a church, necessary mercantile institutions and Highway No. 5, the principal northand-south paved road through Florida, runs through the town.

Hernando is a community of diversified resources and attractions. Situated on the shores of Lake Tsala Apopka, it is one of the most popular fresh water fishing, boating and bathing resorts in Citrus County.

Hernando has recently incorporated and has already started toward city building by constructing streets and installing electric lights. Its location on the picturesque lake with ample means of transportation and surrounded by fine truck farming and horticultural lands make it an ideal place in which to live.

Landowners around Hernando are just awakening to the possibilities awaiting intelligent soil cultivation and several development movements along this line have been in augurated.

OTHER COMMUNITIES

Holder and Citronelle, both on the Atlantic Coast Line, are postoffices in the center of thriving rural sections. They are supplied with stores, schools, etc.

Red Level, Oak Grove, Pleasant Grove, Ozella and South Dunnellon are prosperous communities. Many of these are the centers of farming operations and are surrounded by much fertile land, susceptible of great agricultural development. They are of easy access by the county's system of good roads, and have schools, churches, etc. In several of these the production of naval stores and lumber is still important.



Street Scene, Hernando, Fla.



LECANTO

Lecanto, located in about the geographical center of Citrus County, is an agricultural and citrus growing section occupying high ridge land.

It is on the main east-and-west highway leading from Inverness to Crystal River and Homosassa. The Holder-Brooksville north-and-south highway intersects the other main road at Lecanto.

It is at Lecanto that the annual Citrus County Fair is held. The county owns land there which is used for exhibit purposes, and which has upon it suitable buildings for housing the annual county exposition.



Corn Club Boy, Lecanto, Fla.



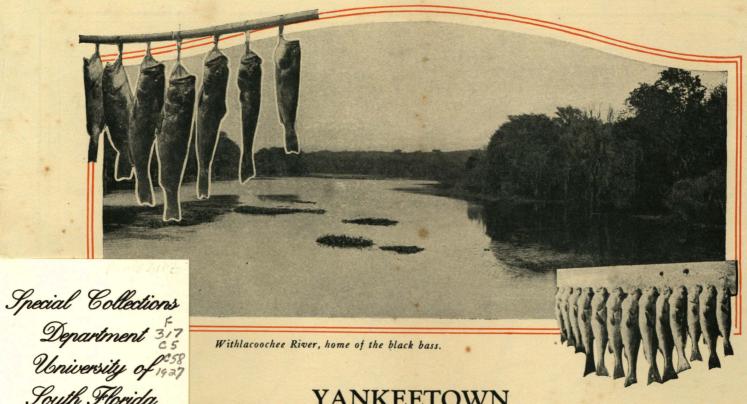
Highway Entering Crystal River from Lecanto.

This booklet is intended only to give to the inquirer some idea of the opportunities and advantages of Citrus County.

Inquiries for further information should be directed to:

CITRUS COUNTY
CHAMBER of COMMERCE
INVERNESS, FLORIDA





YANKEETOWN

evelopment designed distinctively for is on the Withlacoochee River, which

marks the line between Citrus and Levy counties. It is incorporated within an area ten miles long by four miles wide, extending inland from the Gulf. Conceived and laid out along idealistic lines, the whole motif is in harmony with the tenets of the Isaac Walton League of America.

Its founder, A. F. Knotts, is gathering together there a colony of kindred souls composed exclusively of followers of Isaac Walton, the world's most famous fish-

While unique in many respects, Yankeetown as a city is upon a practical foundation. It is served by a water system and power lines, and all of the more than 100 private homes and hunting lodges are entirely modernized.

A modern hotel, electrically lighted and heated, is in operation.

One may reach the open Gulf waters by boat from Yankeetown in less than one hour's time. The settlement was first developed along the north bank of the river, and this part of these lands are in Levy County, but the major portion are, or soon will be, within Citrus County.

Chapter No. 1, Isaac Walton League of America, is at Yankeetown and here also resides the president of the state body. Florida now has 36 chapters of the Isaac Walton League.

Yankeetown's sole appeal is to those who wish to play outdoors. The dense forests and hammock lands of that section abound in every form of wild game native to the Peninsula. Fresh and salt water fishing, boating and bathing are among other diversions. The settlement is reached by an improved highway.





A Home in Yankeetown.

Sport at Yankeetown.

